

TRAINING PROGRAM OF INSTRUCTION (TPI)

FOR

DINFOS-BMCSC-USN

BASIC MASS COMMUNICATION SPECIALIST

COURSE - UNITED STATES NAVY



Approved by:

Commandant
Defense Information School
Supersedes TPI dated 09 Aug 2006



BASIC MASS COMMUNICATION SPECIALIST COURSE TRAINING PROGRAM OF INSTRUCTION

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TRAINING PROGRAM OF INSTRUCTION

Preface

TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN): DINFOS-BMCSC-USN

TITLE: Basic Mass Communication Specialist Course (USN)

TRAINING LOCATION: Defense Information School, Fort George G. Meade, Maryland

SPECIALTY AWARDED: USN: Basic Mass Communication Specialist

PURPOSE: To produce a basic mass communications specialist 'A-School' graduate able to write stories, shoot story-telling pictures and video, and deliver that information in multiple formats to multiple customers from anywhere in the world.

COURSE DESCRIPTION: The Mass Communicator course provides in-depth instruction in public affairs and visual information career fields. This course is designed to encompass five different courses of instruction broken into six academic functional areas. In the first functional area students will study, experience, and develop knowledge, skills and abilities in the public affairs career field. Over a period of 429 academic hours they will learn to be a military journalist interacting with high-level officials within their community to gather, prepare and release significant information for news reporting and command information while following strict regulations and directives. Functional area two builds on the photojournalism skills the student developed in functional area one. Photography teaches higher-level photographic skills to include equipment, lighting and computer software through practical application and guided practice. The student then moves to functional area three for three weeks where they learn and practice electronic journalism. Students learn the principles and techniques needed to produce television news and feature assignments. They will apply the knowledge, skills and abilities they have learned to produce different broadcast news presentations. The BMCSC student will spend almost four weeks learning detailed use of multimedia software from file management through web page design and animation in functional area four. From there the student will spend over two weeks in production developing the basic skills and technical knowledge to operate bindery equipment, digital duplicating equipment, and digital production equipment, including color management for RIP-based printing. All the knowledge, skills, and abilities the student has developed through this course of instruction culminate into a final field training exercise, where the student performs all tasks learned in a simulated field environment.

PREREQUISITES:

USN: ASVAB: VE + AR = 110; US citizen; Grade E1 – E6. Rates: SA, SN, SR, PH, LI, DM, JO (male and female). Remaining enlistment: 5 years.

Interagency: Students pay-grade, duty position description, and selection in accordance with specific agency guidance, policy and procedures.

International: International students are not eligible to attend this course.

SECURITY CLEARANCE: Eligible to obtain a SECRET clearance

CLASS SIZE:

MAXIMUM 24

MINIMUM 12

ANNUAL COURSE CAP 132

COURSE LENGTH: 116 days

ACADEMIC HOURS: 923 hrs

ADMINISTRATIVE HOURS: 23 hrs

COMPUTER AIDED INSTRUCTION 2 hrs

TOTAL COURSE HOURS: 948 hrs*

** Note: Total hours include the 52 hour FTX conducted over four days.*

TYPE/METHOD OF INSTRUCTION:

1. Lecture (L) 171.5 hrs

2. Demonstration (D) 83 hrs

3. Performance Exercise (PE) 378.5 hrs

4. Computer Aided Instruction (CAI) 2 hrs

6. Examination (E) 290 hrs

Performance Examination (EP) 276 hrs

Written Examination (EW) 14 hrs

7. Administrative Hours (AD) 23 hrs

TRAINING START DATE: October 2008

ENVIRONMENTAL IMPACT: None - DoD policy was followed to assess the environmental impact.

MANPOWER: The Inter-service Training Review Organization (ITRO) formula for participating courses was used to determine the number of instructors required.

EQUIPMENT AND FACILITIES: The Course Design Resource Estimates (CDRE) for participating courses contains this information.

TRAINING DEVELOPMENT PROPONENT: Defense Information School, Course Development Division, 301 677-3273; DSN 622-3273



DEPARTMENT OF DEFENSE
Defense Information School
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MEMORANDUM FOR RECORD

**SUBJECT: COURSEWARE TRAINING PROGRAM FILE NUMBER (TPFN) CROSS
REFERENCE**

The Basic Mass Communicator Specialist Course (BMCSC) incorporates two DINFOS courses. These courses, Basic Public Affairs Specialist - Writers Course (BPAS-W) and, Electronic Journalism Course (EJC) are functional areas one and three respectively in the BMCSC course. BPAS-W and EJC are validated and accredited courses. However, BMCSC has extended EJC an additional 40 training hours.

The lesson plans, measurement plan, student aids and other subsequent courseware documents used in the BMCSC course will remain the same as in the accredited host course. To reduce paperwork, host course courseware used in the BMCSC will retain the accredited host TPFN's.

Appendix A, located at the end of this training program of instruction is the cross reference list between the host course TPFN and the BMCSC TPFN.

POC for this action is DINFOS Course Development Department.

FUNCTIONAL AREA 1 – OVERVIEW BASIC PUBLIC AFFAIRS SPECIALIST – WRITER

TOTAL FA HOURS: 437

Terminal Training Outcome: Functional area one is The Basic Public Affairs Writers Course (DINFOS BPAS-W), a validated and accredited course of instruction. Each unit designator in this training program of instruction (TPI) is designated as a functional area in the BPAS-W TPI, which is located on the DINFOS web site. The student completing this functional area will have acquired all the necessary knowledge and skills to perform as a supervised military journalist.

Successful completion of functional area one will ensure the student is sufficiently prepared to interact with command, community and media, prepare and release information to report news and command information in accordance with applicable directives. This apprentice has studied and practiced theory, concepts and principles of public affairs, media relations and community relations. Upon completion the student will have applied various research methods and fundamentals of print journalism to include acceptable media English as it applies to newswriting with emphasis on style, format and techniques, and practiced basic operation of the digital camera and photojournalism skills. This graduate has successfully written newspaper leads, headlines, news and feature stories, and practiced newspaper layout and design.

UNITS:

001-001	Newswriting
001-002	Public Affairs Fundamentals
001-003	Media Relations
001-004	Operational Public Affairs
001-005	Feature Writing
001-006	Photojournalism
001-007	Layout and Design Fundamentals
001-008	US Navy Specific
001-009	Administrative processing

TPFN HOURS and TYPE:

118.5	Lecture	(L)
29.5	Demonstration	(D)
84.5	Performance Exercise	(PE)
182.5	Exam Performance	(EP)
12	Exam Written	(EW)
10	Administrative	(AD)

Additional instructor support: 122 hours

FUNCTIONAL AREA 1
BASIC PUBLIC AFFAIRS SPECIALIST - WRITER

TPFN: DINFOS-BMCSC-USN -001-001-

UNIT TITLE: Newswriting

SUMMARY OF INSTRUCTION: Students are introduced to the concepts of public affairs (PA) with emphasis on the functions of news and newsgathering. They identify the definition of news and how to evaluate the relative importance of information that could be considered news. Students examine types of stories used in military publications and how information is obtained for those stories. Students write various leads, bridges and news stories for internal release under a timed, in-class deadline. In accordance with classroom instruction and the Associated Press Stylebook, students must identify and correctly use the five Ws and H; determine the lead emphasis for a news lead; use impersonal identification; identify sources for gathering information; and determine what information needs attribution. Students identify the purpose and guidelines for writing general news stories and localized service news stories. Students identify and correct errors in their work using copy-editing symbols. Students write various leads, bridges and news stories for external release under a timed, in-class deadline. In accordance with classroom instruction and the Associated Press Stylebook, students must identify the local angle and military tie; determine the lead emphasis for a news lead; fully identify people; use a dateline; identify sources for gathering information; and determine what information needs attribution. Students identify the purpose and guidelines for writing advance, pre-deployment, mission, and accident/incident stories. Students identify and correct errors in their work using copy-editing symbols. Students identify the categories, functions and forms of headlines; apply the guidelines for writing headlines; practice using punctuation and abbreviations; and determine how to ensure a headline fits the desired space in a publication.

TPFN HOURS AND TYPE: 24.5L; 22.5D; 13.5PE; 17.5EP; 1EW

TPFN TOTAL HOURS: 79

PREREQUISITE TPFN: None

TASKS: What Makes News

- 001 Explain how news is defined and evaluated
- 002 Written Exam (definition & evaluation of news)

TASKS: Writing for an Internal Audience

- 003 Apply English skills
- 004 Write an internal news story
- 005 Performance exam (Leads 2)
- 006 Performance exam (News 6)

TASKS: Writing for an External Audience

- 007 Write an external news story
- 008 Performance exam (Leads 5)
- 009 Performance exam (News 3)
- 010 Write an accident/incident story

TASKS: Writing Headlines

- 011 Write a headline

REFERENCES: Interpretative Reporting, MacDougall (1992); News Reporting and Writing, Mencher (2000); News Writing and Reporting, Itule and Anderson (2003); Newswriting: From Lead to "30," Metz (1992); Professional Newswriting, Ward (1985); Reporting and Writing the News, Agee, Ault and Emery (1983); Reporting for the Media, Fedler, Bender, Davenport and Drager (2001); Student handbook; The Art of Editing, Baskette, Sissors and Brooks (1997); The Art of Editing, Baskette, Sissors and Brooks

(1997); The Associated Press Stylebook and Briefing on Media Law (2006); The Complete Reporter, Harriss, Johnson, Leiter (2000); The Editorial Eye, Harrigan and Dunlap (2004) The Practice of Public Relations, Seitel (1995); The Professional Journalist, Hohenberg (1983); Writing and Reporting the News: A Coaching Method, Rich (1999)

INSTRUCTOR/STUDENT RATIO: 1:12 (L, PE, EP); 2:48 (EW)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 1
BASIC PUBLIC AFFAIRS SPECIALIST - WRITER

TPFN: DINFOS-BMCSC-USN -001-002-

UNIT TITLE: Public Affairs Fundamentals

SUMMARY OF INSTRUCTION: Students continue to review the concepts of public affairs with emphasis on the functions of these programs and ethical behavior required of PA professionals. The student discusses the four reasons for having public affairs programs; explains the three public affairs functions; discusses each Service's public affairs organization and operations; discusses the two approaches to public affairs; and explains the four-step public affairs process. This instruction is tested on subsequent exams. Students define the overall goal and three objectives of internal information programs; discuss the five internal audiences; describe the advantages and disadvantages of various internal media; explain how to target a message; explain public affairs product contracting procedures; explain how to publish and distribute public affairs products; discuss how to prepare and use readership surveys; discuss how to use a commander's access channel; and describe military broadcasting and American Forces Radio and Television Service. This instruction is tested on subsequent exams. Students define community relations; explain why a military community conducts community relations; explain how to use the four-step problem-solving cycle to handle community relations events and issues. Students explain how a military community affects local education systems; explain methods of dealing with encroachment; discuss concerns associated with base closures; and discuss public affairs roles in Department of Defense environmental programs. Students identify six major factors the public affairs specialist must consider when dealing with a community relations issue; identify civic outreach programs; explain how to handle requests for support from national organizations; identify requirements for handling requests for special Service demonstration teams; and identify Department of Defense policy restrictions on the conduct of community relations programs. Students explain how to set up a community relations program; discuss how to respond to a speaker request; explain how to coordinate with other staff to organize a tour; describe how to respond to community concerns; explain how to handle requests for support; and discuss host nation sensitivities. Students' ability to meet the objectives of this unit is measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 16L; 2EW;

TPFN TOTAL HOURS: 18

PREREQUISITE TPFN: DINFOS-BMCSC-USN-001

TASKS: Introduction to Military Public Affairs

001 Identify public affairs concepts and processes

TASKS: Internal Information

002 Explain various aspects of internal information

TASKS: Community Relations

003 Explain various aspects of community relations

004 Written exam (PA 1)

TASKS: Communication Law

005 Identify communication laws that impact public affairs

TASKS: Ethics

006 Explain the role ethics plays in public affairs

TASKS: Guidelines for the Release of Information

007 Explain guidelines for the release of information

008 Written exam (PA 2)

REFERENCES: Department of Defense Directive 5122.5, Assistant Secretary of Defense for Public Affairs, 27 September 2000; Joint Publication 3-61, Public Affairs, 9 May 2005; Department of Defense Directive 5400.13, Joint Public Affairs Operations, 9 January 1996 (Certified Current as of November 21, 2003); SECNAVINST 5720.44B, 1 November, 2005; Army Field Manual 46-1, Public Affairs Operations, 30 May 1997; Army Field Manual 3-61.1 Public Affairs Tactics, Techniques and Procedures, Oct., 2000; Coast Guard Public Affairs Manual; Air Force Policy Directive 35-1, Public Affairs Management, 17 September 1999; Air Force Instruction 35-101, 29 November 2005; Cutlip, M., Scott (2000). Effective Public Relations; Seitel, P., Fraser (1995). The Practice of Public Relations; Army Regulation 360, the Army Public Affairs Program (Sept. 15, 2000); Air Force Instruction 35-101, Public Affairs Policies and Procedures (July 26, 2001) Secretary of the Navy Instruction 5720.44A, Department of the Navy Public Affairs Policy and Regulations (May 9, 2002); Department of Defense Instruction 5120.4, Department of Defense Newspapers, Magazines and Civilian Enterprise Publications (June 16, 1997) Department of Defense Directive 5120.20, Armed Forces Radio and Television Service, AFRTS (Jan. 16, 2004); Department of Defense Directive 5122.10, American Forces Information Service, AFIS (Nov. 21, 2000); Department of Defense Directive 5122.11, Stars and Stripes (S&S) Newspapers and Business Operations (March 5, 2004); Confidence in Government Institutions, Gallup Poll, May 23-26, 2005. Retrieved July 27, 2005 from PollingReport.com: <http://www.pollingreport.com/institut.htm> ; SECNAVINST 5720.44A, Chapter 2 DOD Web Site Administration Policies and Procedures, part V, Examples and Best Practices DOD Directive 5203.9, Clearance of DOD Information for Public Release and Defense Link web site - www.defenselink.mil/webmasters; <http://www.au.af.mil/au/awc/awcgate/awcewebm.htm>

INSTRUCTOR/STUDENT RATIO: 1:12 (L, PE, EP); 2:48 (EW)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 1
BASIC PUBLIC AFFAIRS SPECIALIST - WRITER

TPFN: DINFOS-BMCSC-USN -001-003-

UNIT TITLE: Media Relations

SUMMARY OF INSTRUCTION: Students discuss the definitions of a media query; identify professional telephone techniques; explain how to properly fill out a media query form; assess how to deliver a complete response that includes command messages; review the different types of attribution and when they are used; define the techniques for providing on-camera media interviews. Students examine why we escort the media; explain when we escort the media; describe ground rules and how to enforce them; recognize how to prepare for a media visit and escort the media, explain how to arrange interviews with the media; including the special considerations for electronic media; and explain what actions to take after a media visit. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises. Students identify how to set up and maintain a media list; explain how to track the media; describe the methods of releasing information; outline how to set up a news media center; identify how to arrange a media conference; examine how to arrange media travel/orientation flights; and describe the types and uses of media relations files. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 10L; 1D; 6 PE; 6EP; 1EW

TPFN TOTAL HOURS: 24

PREREQUISITE TPFN: DINFOS-BMCSC-USN-002

TASKS: Media Escort and Interaction

001 Escort the media

TASKS: Managing Media Relations

002 Explain the various aspect of media relations

003 Written exam (PA 3)

TASKS: Media Techniques

004 Respond to a media query

005 Respond to on-camera interview questions

REFERENCES: Joint Publication 3-61, Public Affairs, 5, Media Access, 9 May, 2005
SECNAVINST 5720.44A, Public Affairs Policy and Regulations, 3 JUNE 1987

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP); 2:48(EW)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 1
BASIC PUBLIC AFFAIRS SPECIALIST - WRITER

TPFN: DINFOS-BMCSC-USN -001-004

UNIT TITLE: Operational Public Affairs

SUMMARY OF INSTRUCTION: Students review each Service's organization and operations; discuss the Service chain of command and its administrative mission; examine the unified command structure and its operational mission; explore how the unified commands support U.S. national security goals; and define selected operational and public affairs terms. Students define what is meant by the term Joint Information Bureau; discuss a JIB's major responsibilities; and examines a JIB's relationship with its commander, Department of Defense, military units and other agencies. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises. Students examine host nation sensitivities overseas and how these factors can affect the public affairs mission; identify how military public affairs specialists interact with the embassy; review the factors that affect external information overseas; list six internal information tools available overseas; identify the importance of internal information overseas; and review the impact of terrorism on public affairs operations. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises. Students are assigned a role and team for the Field Practical Exercise. During the exercise, students apply guidelines for releasing information; conduct interviews; download Service news stories; and research information for news stories; write an external news release; respond to media queries; arrange for media travel; respond to requests for information from the public; display professionalism; interact with military staffs; work with civil affairs staff to solve community relations problems; prepare a spokesperson for an interview; develop command messages; meet deadlines and perform as a team. Each team produces a field world-wide web site while deployed to Iraq. The student discusses the Department of Defense's nine principles for media coverage; discusses what the principles mean to public affairs specialists; describes the guidelines for arranging media pools; explains internal information objectives in wartime; discusses community relations needs in the theater of operations; and discuss community relations needs at the home base. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 6L; 1EW; 27EP

TPFN TOTAL HOURS: 34

PREREQUISITE TPFN: DINFOS-BMCSC-USN -003

TASKS: Joint Service Operations

- 001 Explain the role of the Commander-in-Chief, the various Service Secretaries and the Joint Chiefs of Staff
- 002 Explain how the unified command structure and its operational mission support U.S. national security goals
- 003 Define selected joint operational and public affairs terms
- 004 Explain a joint information bureau's major responsibilities/structure

TASKS: Public Affairs Overseas

- 005 Describe host nation sensitivities and how these factors can affect the public affairs mission
- 006 Written exam (PA 4)

TASKS: Wartime Roles and Missions

- 007 Identify the Department of Defense's principles for media coverage
- 008 Describe the guidelines for arranging media pools and embedded media
- 009 Explain internal information objectives in theater
- 010 Explain how public affairs interacts with civil affairs in theater of operations

- 011 Explain how public affairs interacts with information operations in theater of operations
- 012 Perform as a public affairs specialist during a field training exercise

REFERENCES: Joint Publication 3-61, "Public Affairs," 9 May, 2005; "The Joint Chiefs of Staff" (online) <http://www.dtic.mil/jcs>

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP); 2:48 (EW)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 1

BASIC PUBLIC AFFAIRS SPECIALIST - WRITER

TPFN: DINFOS-BMCSC-USN -001-005

UNIT TITLE: Feature Writing

SUMMARY OF INSTRUCTION: Students examine the differences between hard news stories and features in an overview on the different types of feature stories. They review how contemporary features combine traditional feature writing with new journalism. They discuss terminology common to creative and feature writing, discuss the writing process and learn some of the techniques that can be used to tell a story. Students select topics, collect information, organize, write, revise and rewrite the story using figurative language and the various story-telling devices of fiction writers. Students examine functions of feature leads and conclusions appropriate to story types. Students also review the differences between a good and bad interview, discuss how to prepare for an interview, identify procedures used in conducting an interview, determine how to take notes and undergo a practical exercise of interviewing a source using those lessons. The student will use all information learned here to successfully write subsequent feature stories during the course and in the final newspaper production project. Students define and discuss the purposes of news features. Students review the types of transitions and story structures and will identify the importance of secondary sources in feature stories. Students also examine the relationship between editor and reporter as the instructor “coaches” them through information gathering and writing. Students will observe and record action, settings and personality characteristics for use in feature stories. Students pull all training parts and experiences together to write a complete news feature. They discuss terminology common to creative and feature writing, discuss the writing process and learn some of the techniques that can be used to tell a story. Students learn how to select topics, collect information, organize, write, revise and rewrite the story using figurative language and the various story-telling devices of fiction writers. The student will also examine the relationship between editor and reporter as the instructor “coaches” them through information gathering and writing. The students’ ability to meet the objectives of this unit will be measured on a written exam and subsequent recorded writing assignments.

TPFN HOURS AND TYPE: 15.5L; 27PE; 43.5EP; 2D

TPFN TOTAL HOURS: 88

PREREQUISITE TPFN: DINFOS-BMCSC-USN -004

TASKS: Introduction to Feature Writing

001 Practice feature writing principles

002 Performance exam (Features 4)

TASKS: News Features

003 Write a basic news feature

TASKS: Human-Interest Features

004 Write a human interest feature

TASKS: Personality Features

005 Write a personality feature

REFERENCES: DINFOS Electronic Policies and Procedures Manual (2006); The Essential Feature, Hay (1990); Feature Writing for Newspapers, Williamson; Stalking the Feature Story, Ruehlmann; News Writing and Reporting for Today’s Media, Itule and Anderson (1997); Beyond the Facts: A Guide to the Art of Feature Writing, Alexander; Write to be Read, Patterson (1986); The Newspaper Designer’s Handbook, Harrower (2005); Writing and Reporting News: A Coaching Method, Rich (2003); The Editorial Eye, Harrigan and Dunlap (2004)

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP); 2:48 (EW)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 1

BASIC PUBLIC AFFAIRS SPECIALIST - WRITER

TPFN: DINFOS-BMCSC-USN -001-006-

UNIT TITLE: Photojournalism

SUMMARY OF INSTRUCTION: Students practice the skills necessary to tell a photo story using various visual communication techniques. Students identify and operate controls and functions of a camera, and perform preventive maintenance on the camera. They also practice using procedures for downloading information from the camera to various storage media. The students also examine ethics and how it is critical to the effectiveness and trustworthiness of DOD Imagery released through communications channels. Additionally, the students practice factors that govern exposure, identify focal stop and shutter speed settings, and discuss basic exposure calculations; review the effects of different lens types and identify their specific purpose; and use the electronic flash in a number of different lighting situations. Students also use the Visual Information Identification Number for identifying photos; review the importance of a cutline to a photograph and the different types and uses of cutlines; define the composition of a feature picture for publication, identify the different types of feature pictures, and research and plan photographic coverage of a personality feature subject. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent pictorial products matched to news and feature-writing projects.

TPFN HOURS AND TYPE: 17.5L; 21PE; 5EW; 44.5EP

TPFN TOTAL HOURS: 88

PREREQUISITE TPFN: DINFOS-BMCSC-USN-005

TASKS: Photojournalism Techniques

- 001 Apply electronic imaging ethics
- 002 Label photos using a VIRIN
- 003 Write cutlines
- 004 Perform digital camera operations
- 005 Perform flash photography
- 006 Shoot photos using visual communication techniques
- 007 Written exam (basic composition)
- 008 Written exam (camera operations)
- 009 Performance exam (image editing exercise)
- 010 Written exam (image-editing software)
- 011 Written exam (ethics)
- 012 Performance exam (ADCAM exercise)
- 013 Written exam (ADCAM quiz)
- 014 Written exam (flash quiz)
- 015 Performance exam (flash photo)
- 016 Performance exam (protocol photo)
- 017 Written exam (final)
- 018 Performance exam (VISCOM photo)
- 019 Performance exam (feature photo)
- 020 Performance exam (uncontrolled action)

REFERENCES: BPAS-W Handbook (2006); Photography, seventh edition, London, Upton, Kobre, Brill; The Accidental Photojournalist. Tompkins, A. Retrieved Aug. 12, 2005 from the Poynter Institute at http://www.poynter.org/content/content_view.asp?id=65438&sid=29 Joint Combat Camera Center

captioning guide; The Professional Journalist (pp. 269-279); Raloff, J. (2001, May 12); Visual Impact in Print, Gerald D. Hurley and Angus McDougal; Nikon D70 Owners manual; Photojournalism: The Professionals Approach, Kenneth Kobre; Photography, Upton and Upton, Second Edition; SB-800 Flash Manual; The Focal Guide to Action Photography by Don Morley; Photojournalism: Photography with a Purpose by Robert L. Kerns retrieved from the Poynter Institute at http://www.poynter.org/content/content_view.asp?id=65438&sid=29; Secretary of the Navy Instruction 5720.44A, Department of the Navy Public Affairs Policy and Regulations (May 9, 2002)

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP); 2:48 (EW)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 1
BASIC PUBLIC AFFAIRS SPECIALIST - WRITER

TPFN: DINFOS-BMCSC-USN -001-007-

UNIT TITLE: Layout and Design Fundamentals

SUMMARY OF INSTRUCTION: Students examine the different types of publication pages and identify the elements of the page design; research a subject within his or her environment and prepare a planning sheet, which details the photo shoot; explain and demonstrate how to crop photographs, and to proportionally increase the size of photographs in a layout. Additionally, students identify the functions of a layout, the significance of a photograph and its role in layout and design, demonstrate layout steps. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 14L; 4D; 14PE; 44EP

TPFN TOTAL HOURS: 76

PREREQUISITE TPFN: DINFOS-BMCSC-USN-006

TASKS: Design and Desktop Publishing Principles

- 001 Produce an internal product
- 002 Performance exam (inside news page)
- 003 Performance exam (inside feature page)
- 004 Performance exam (front page)
- 005 Performance exam (picture page)
- 006 Performance exam (final product)

REFERENCES: Newspaper Layout and Design, Moen; Modern Newspaper Design, Arnold
The Art of Editing, Baskette and Sissors; Contemporary Newspaper Design, Garcia; Newspaper
Designer's Handbook, Harrower

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP); 1:24 (EW)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 1
BASIC PUBLIC AFFAIRS SPECIALIST - WRITER

TPFN: DINFOS-BMSCS-USN -001-008-

UNIT TITLE: US Navy Specific

TPFN HOURS/TYPE: 15L; 3PE; 2EW

TPFN TOTAL HOURS: 20

PREREQUISITE TPFN: None

TASKS: Introduction to Navy Public Affairs (USN)

- 001 Explain the mission of the U.S. Navy
- 002 Identify the principal parts of the Navy
- 003 Identify fleet, type and major regional commands
- 004 Explain the primary role of public affairs in the Navy's mission
- 005 Identify Navy public affairs chain of command and its responsibilities
- 006 Identify the career specialty classifications, of Navy Mass Communication Specialist
- 007 Identify the two primary MC rating career paths and associated intermediate or advanced training

TASKS: Chief of Information (CHINFO) and Field Activities (USN)

- 008 Identify CHINFO organization and role of CHINFO
- 009 Identify the CHINFO field activities
- 010 Explain the role of the Fleet Public Affairs Centers
- 011 Explain the role of the Navy Community Outreach (NAVCO)
- 012 Explain the role of Combat Camera
- 013 Identify Naval Media Center components, products and production standards
- 014 Explain conditions, consideration authority, and chains of command for public release of information

TASKS: MC Roles and Relationships

- 015 Identify organization of MC shore duty assignments, such as NRDs, regions, TYCOMS, broadcast detachments, etc.
- 016 Identify functions of an MC
- 017 Identify rating duties and responsibilities of an MC
- 018 Identify Navy sea duty / expeditionary assignments (CVN, LHA, FLTPACEN, SEABEES, etc.)

TASKS: Shipboard Public Affairs (USN)

- 019 Identify functions and components of shipboard-specific publications – family-grams, port guides, shipboard newspapers and welcome aboard brochures
- 020 Explain public affairs roles during port visits, both foreign and domestic
- 021 Explain two types of in-port tours – general visiting and VIP ship visits – and purpose of each
- 022 Explain purpose, uses, and operations of SITE system
- 023 Explain purpose and structure of Navy planning notices (5050)
- 024 Explain purpose and components of public affairs guidance (PAG)

TASKS: Navy PA Writing (USN)

- 025 Identify news articles unique to Navy public affairs
- 026 Write a man overboard story for release

TASKS: Electronic Resources Familiarization (USN)

- 027 Open in a Web browser current and relevant public affairs applicable Navy and DoD Internet sites
- 028 Explain how to submit a story to Navy Newsstand
- 029 Explain how to submit a photo to Navy Visual News Service

TASKS: Navy Specific Examination

030 Measurement and feedback (Written Exam)

031 In-Box exercise

SUMMARY OF INSTRUCTION: The student receives continuing instruction in the concepts of public affairs as applied specifically within the Navy. Each service determines tasks, conditions and standards of training and evaluation for this unit. This training is practiced, reinforced and critiqued in the student's application of these principles throughout the public affairs service-specific curriculum and via a written exam that culminates the training and evaluation event of this functional area. The student receives continuing instruction in the concepts of public affairs as applied specifically within the Navy. Each service determines tasks, conditions and standards of training and evaluation for this unit. This training is practiced, reinforced and critiqued in the student's application of these principles throughout the public affairs service-specific curriculum and via a written exam that culminates the training and evaluation event of this functional area.

REFERENCES: SECNAVINST 5720.44B, Department of Navy Public Affairs Policy and Regulations; Navy Public Affairs Handbook; NAVADMIN 016/04; Navy Public Affairs Chart; SECNAVINST 5720.44B, Department of Navy Public Affairs Policy and Regulations; Navy Public Affairs Handbook; NAVADMIN 016/04; Navy Public Affairs Chart Room Web Site: www.chinfo.navy.mil/chartroom; Navy Knowledge Online Web Site: www.nko.navy.mil.

INSTRUCTOR/STUDENT RATIO: 1:12 (L); 1:24 (EW)

SAFETY FACTORS: Routine

**FUNCTIONAL AREA 1
BASIC PUBLIC AFFAIRS SPECIALIST - WRITER
FUNCTIONAL AREA ADMINISTRATION**

TPFN: DINFOS-BMCSC-USN -001-009-

UNIT TITLE: Administrative processing

TPFN HOURS/TYPE: 10AD

TPFN TOTAL HOURS: 10

PREREQUISITE TPFN: None

TASKS:

- 001 Course Opening
 - English Diagnostic Test
 - DINFOS in-processing
 - Command group welcome
 - Receive course orientation (faculty counseling)
- 002 Functional Area Closing
 - Mid-course survey

REFERENCES: DINFOS Policy and Procedure Manual

INSTRUCTOR/STUDENT RATIO: 1:48 (AD)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 2 – OVERVIEW PHOTOGRAPHY

TOTAL FA HOURS: 168

Terminal Training Outcome: Functional area two expands the photography knowledge, skills and abilities taught in functional area one, unit six, photojournalism. This functional area provides instruction in theory and application of photographic fundamentals, captioning, optics, light sources, camera operations for standard and studio photography, exposing, processing, and printing color images. Students learn theory through practical application of electronic imaging to include digital cameras, imaging and graphic software, image transmission, archiving, and editing and are trained in theory and hands-on applications. This area trains the importance of Material Safety Data Sheets and environmental protection standards as applicable to the Visual Information career field. The use of photo software is reinforced with extensive practice sessions on basic image enhancement/manipulation for color correction, resize, contrast, brightness, and saving digital images. Other features taught include light characteristics, properties, bending of light, and the visible portion of the electromagnetic spectrum as it relates to vision, additive and subtractive light theories, and how the light spectrum affects color film. In addition this instruction covers the principles and characteristics of exposing digital images with the use of filters, and application of these principles in practical and performance exercises. Students learn use of photographic filters, and apply the principles in practical and performance exercises.

This functional area covers how to photograph awards and presentations using simulated ceremonies and the procedures for legal/criminal investigative photography. They learn photographing training as well as accidents, to include aircraft/ground mishaps and the considerations of medical and intelligence photography. Additional training in documentary and photojournalistic photography to include documentation techniques and caption writing to research, shoot and lay out a picture story is included.

UNITS:

002-001	Safety
002-002	Visual Information (VI) Administration
002-003	Security
002-004	Captions
002-005	Image Editing Software
002-006	Color Theory
002-007	Filters
002-008	Automated Color Printing
002-009	Awards and Presentations
002-010	Investigative and Documentary Photography
002-011	Photographic Storytelling
002-012	Multiple Flash and Controlled Lighting Techniques

INSTRUCTIONAL HOURS AND TYPE:

19	Lecture	(L)
19	Demonstration	(D)
108	Performance Exercise	(PE)
18	Exam Performance	(EP)
1	Exam Written	(EW)
3	Administrative	(AD)

FUNCTIONAL AREA 2 PHOTOGRAPHY

TPFN: DINFOS-BMCSC-USN -002-001-

UNIT TITLE: Safety

INSTRUCTIONAL HOURS AND TYPE: 1L; .5PE

TPFN TOTAL HOURS: 1.5

PREREQUISITE TPFN: All previous

TASK(S):

- 001 Identify regulatory requirements and standards
- 002 Apply safety precautions to be followed when working with chemical, electrical, mechanical, and physical hazards

SUMMARY OF INSTRUCTION: Students are provided Material Safety Data Sheets for all chemicals in the course and must verify in writing that they have read and understand the MSDS's. Students identify Environmental Protection Standards as applicable to the Visual Information career field. Students are trained on all safety issues and precautions used in the course, and will apply proper safety precautions throughout the course. Students must complete required reading and attain a minimum score of 70 percent on written and performance exams.

REFERENCES:

Student guides; Title 29 Code of Federal Regulations (CFR) 1910.1200, Occupational Safety and Health Administration's (OSHA) Hazard Communication Standard (HCS); The American National Standards Institute (ANSI) Standard for Hazardous Industrial Chemicals - Material Safety Data Sheets – Preparation, ANSI Z400.1-2005; DoD Instruction 6055.1 (DoD Safety and Occupational Health Program); DoD Instruction 6050.5 (DoD Hazard Communication Program); Hazardous Material Information System (HMIS)

INSTRUCTOR/STUDENT RATIO: 1:12 (L); 1:8 (PE)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 2 PHOTOGRAPHY

TPFN: DINFOS-BMCSC-USN -002-002-

UNIT TITLE: Visual Information (VI) Administration

TPFN HOURS AND TYPE: 2.5L; 1PE

TPFN TOTAL HOURS: 3.5

PREREQUISITE TPFN: All previous

TASK(S):

- 001 Prepare and use a VI work order request
- 002 Identify regulations, directives and instructions concerning VI within the DOD
- 003 Identify proper customer service procedures
- 004 Identify ethical standards of conduct
- 005 Identify each stage in the life cycle of a visual information product

SUMMARY OF INSTRUCTION: Students learn how to operate a Visual Information facility to include maintaining required forms and documentation. Students will complete a practical exercise and prepare a work order. Customer service, guidelines for ethical versus unethical conduct and work orders will be discussed. Students will be familiarized with applicable regulation, directives and instructions related to VI within the DOD, including the life cycle of a visual information product. Students must complete required reading and attain a minimum score of 70 percent on all written and performance exams.

REFERENCES:

Student guide; NAVEDTRA 14209, Photography (Basic) Nonresident Training Course; NAVEDTRA 14056, Navy Customer Service Manual; AFSC 3V052 (Visual Information Photographic Specialty); DoD 5040 Series Instructions; DoD Directive 1300.7 (Training and Education Measures Necessary to Support the Code of Conduct); OPNAVINST 3104.1A (Navy Audiovisual Management Operations Manual); AFI 33-117 (Visual Information Management); AR 25-1 (Army Information Resource Management Program); DA PAM 25-91 (Visual Information Procedures); FM 2440 (Tactical Visual Information Doctrine); MCO P3104.1 (Marine Corps Training and Audiovisual Support Manual); OPNAV 5290/1; AF Form 833; DA Form 3903-R

INSTRUCTOR/STUDENT RATIO: 1:12 (L); 1:8 (PE)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 2 PHOTOGRAPHY

TPFN: DINFOS-BMCSC-USN -002-003-

UNIT TITLE: Security

TPFN HOURS AND TYPE: 1L

TPFN TOTAL HOURS: 1

PREREQUISITE TPFN: All previous

TASK(S):

- 001 Identify physical security procedures
- 002 Identify the correct area of application of Operations Security (OPSEC)
- 003 Identify the correct procedures for marking and distributing classified material and handling sensitive items
- 004 Describe the key elements of communications security

SUMMARY OF INSTRUCTION: Students learn physical and operational security procedures as applicable to the Visual Information career field, including marking and distribution of classified photographs and classification authority, and levels of security including Top Secret, Secret, and Confidential. Students must complete required reading and attain a minimum score of 70 percent on all written and performance exams.

REFERENCES:

Student guides; DoD Directive 5200.1 (DoD Information Security Program); DoD Directive 5200.8 (Security of DoD Installations and Resources); DoD Directive 5040.05 (Alteration of Official DoD Imagery)

INSTRUCTOR/STUDENT RATIO: 1:12 (L)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 2 PHOTOGRAPHY

TPFN: DINFOS-BMCSC-USN -002-004-

UNIT TITLE: Captions

TPFN HOURS AND TYPE: 1L; .5 D

TPFN TOTAL HOURS: 1.5

PREREQUISITE TPFN: All previous

TASK(S):

001 Prepare captions for release

SUMMARY OF INSTRUCTION: Students learn the 15 characters VIRIN format, components of a proper caption, and will be introduced to software and captioning methods. A practical exercise will be conducted producing a caption labeled with the student's individual VIRIN number. Students will use proper captions and VIRINs throughout the course. Students must complete required reading and attain a minimum score of 70 percent on all written and performance exams.

REFERENCES:

Student guide, NAVEDTRA 14209, Photography (Basic) Nonresident Training Course; AFSC 3V052 (Visual Information Photographic Specialty); Associated Press Stylebook and Libel Manual; DoD Imagery and Caption Style Guide

INSTRUCTOR/STUDENT RATIO: 1:12 (L); 1:8 (D)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 2 PHOTOGRAPHY

TPFN: DINFOS-BMCSC-USN -002-005-

UNIT TITLE: Image Editing Software

TPFN HOURS AND TYPE: 1.5L; 5.5D; 23PE; 4EP

TPFN TOTAL HOURS: 34

PREREQUISITE TPFN: All previous

TASK(S):

- 001 Identify tools and techniques of image editing software.
- 002 Define compressed/non-compressed file formats.
- 003 Capture, download, manage and caption digital photographs.
- 004 Perform image enhancement and manipulation using various selection tools on captured digital photographs.

SUMMARY OF INSTRUCTION: Students will learn the basics of image enhancement/manipulation software to color correct, resize, adjust contrast, brightness/contrast, and save digital images. Instructors will demonstrate proper image enhancement techniques. A practical exercise will be conducted to check learning and reinforce concepts of image enhancement software. Students will apply concepts during practical and performance exercises. Students must complete required reading and attain a minimum score of 70 percent on all written and performance exams.

REFERENCES:

Student guides; NAVEDTRA 14209, Photography (Basic) Nonresident Training Course; AFSC 3V052 (Visual Information Photographic Specialty); Applicable manufacturer's manuals/references; DoD Directive 5040.05 (Alteration of Official DoD Imagery); Associated Press Stylebook and Libel Manual; DoD Imagery and Caption Style Guide; Photography, 9th edition, Prentice Hall Publishers, 2007, London, Barbara, and John Upton

INSTRUCTOR/STUDENT RATIO: 1:12 (L, EP); 1:8 (D, PE)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 2 PHOTOGRAPHY

TPFN: DINFOS-BMCSC-USN -002-006-

UNIT TITLE: Color Theory

TPFN HOURS AND TYPE: 2L

TPFN TOTAL HOURS: 2

PREREQUISITE TPFN: All previous

TASK(S):

- 001 Explain the theory of light and color.
- 002 Explain proper white balancing procedures with a digital camera.

SUMMARY OF INSTRUCTION: Students will be taught the basic facts of the theory of light through characteristics, properties, and bending of light, and the visible portion of the electromagnetic spectrum as it relates to vision. Students will learn the additive and subtractive light theories, and how the light spectrum affects color film. Students will learn the principles and characteristics of exposing digital images with the use of filters, and apply these principles in practical and performance exercises. Students must complete required reading and attain a minimum score of 70 percent on all written and performance exams.

REFERENCES:

Student guide; NAVEDTRA 14209, Photography (Basic) Nonresident Training Course; AFSC 3V052 (Visual Information Photographic Specialty); Photography, 9th edition, Prentice Hall Publishers, 2007, London, Barbara, and John Upton

INSTRUCTOR/STUDENT RATIO: 1:12 (L)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 2 PHOTOGRAPHY

TPFN: DINFOS-BMCSC-USN -002-007-

UNIT TITLE: Filters

TPFN HOURS AND TYPE: 1L; 1PE

TPFN TOTAL HOURS: 2

PREREQUISITE TPFN: All previous

TASK(S):

- 001 Identify the effects, limitations, and exposure compensation of correction, contrast, neutral density, polarizing, and haze/ultraviolet filters

SUMMARY OF INSTRUCTION: Students will learn to identify effects and limitations of photographic filters, and apply principles in practical and performance exercises. Students must complete required reading and attain a minimum score of 70 percent on all written and performance exams.

REFERENCES:

Student guides; NAVEDTRA 14209, Photography (Basic) Nonresident Training Course; AFSC 3V052 (Visual Information Photographic Specialty); Photography, 9th edition, Prentice Hall Publishers, 2007, London, Barbara, and John Upton

INSTRUCTOR/STUDENT RATIO: 1:12 (L); 1:8 (PE)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 2 PHOTOGRAPHY

TPFN: DINFOS-BMCSC-USN -002-008-

UNIT TITLE: Automated Color Printing

TPFN HOURS AND TYPE: 1L; 1D; 6PE

TPFN TOTAL HOURS: 8

PREREQUISITE TPFN: All previous

TASK(S):

001 Produce color prints using an automated printer-processor

SUMMARY OF INSTRUCTION: Students learn the basic principles of outputting a digital image to a printer-processor. Instructors will demonstrate proper procedures for outputting to a printer-processor. A practical exercise will be conducted to check learning and reinforce concepts of color output devices. Students will complete a quiz at the end of TPFN: DINFOS-005-009 covering tasks from TPFN: DINFOS-BMCSC 005-001 through TPFN: DINFOS-BMCSC 005-009 and attain a minimum score of 70 percent. Students must complete required reading and attain a minimum score of 70 percent on all written and performance exams.

REFERENCES:

Student guides; NAVEDTRA 14209, Photography (Basic) Nonresident Training Course; AFSC 3V052 (Visual Information Photographic Specialty); Applicable manufacturer's manuals/references; Photography, 9th edition, Prentice Hall Publishers, 2007, London, Barbara, and John Upton

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D); 1:8 (PE)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 2 PHOTOGRAPHY

TPFN: DINFOS-BMCSC-USN -002-009-

UNIT TITLE: Awards and Presentations

TPFN HOURS AND TYPE: 1L; .5D; 6PE; 2EP

TPFN TOTAL HOURS: 9.5

PREREQUISITE TPFN: All previous

TASK(S):

001 Shoot and produce awards, presentations and group photographs

SUMMARY OF INSTRUCTION: Students will learn how to photograph awards and presentations with simulated ceremonies. Practical and performance exercises will be conducted to check learning and reinforce concepts of award and presentation photography and automated color printing. Students must complete required reading and attain a minimum score of 70 percent on all written and performance.

REFERENCES:

Student guides; NAVEDTRA 14209, Photography (Basic) Nonresident Training Course; AFSC 3V052 (Visual Information Photographic Specialty); Associated Press Stylebook and Libel Manual; DoD Imagery and Caption Style Guide; Photography, 9th edition, Prentice Hall Publishers, 2007, London, Barbara, and John Upton

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, EP); 1:8 (PE)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 2 PHOTOGRAPHY

TPFN: DINFOS-BMCSC-USN -002-010-

UNIT TITLE: Investigative and Documentary Photography

TPFN HOURS AND TYPE: 4L; 2D; 20PE; 1EW

TPFN TOTAL HOURS: 27

PREREQUISITE TPFN: All previous

TASK(S):

- 001 Produce technical photos for Material Deficiency Reports (MDR) using macro lens and ring light flash.
- 002 Photograph legal and criminal investigations.
- 003 Photograph training activities.
- 004 Photograph aircraft/ground mishap.
- 005 Identify procedures to be considered when performing medical and intelligence photography.
- 006 Measurement and Feedback

SUMMARY OF INSTRUCTION: Students will learn to use special lighting (ring-light and macro lens) to photograph deficient/damaged equipment. Students will learn the step-by-step procedures for legal/criminal investigative photography. Students will learn the principles of photographing training as well as accidents, to include aircraft/ground mishaps and the considerations of medical and intelligence photography. Practical exercises will be conducted to check learning and reinforce concepts of documentary photography and automated color printing. Students must complete required reading and attain a minimum score of 70 percent on all written and performance exams.

REFERENCES:

Student guides; NAVEDTRA 14209, Photography (Basic) Nonresident Training Course; NAVEDTRA 14208, Photography (Advanced) Nonresident Training Course; AFSC 3V052 (Visual Information Photographic Specialty); DoD Directive 5040.05 (Alteration of Official DoD Imagery); Associated Press Stylebook and Libel Manual; DoD Imagery and Caption Style Guide; Photography, 9th edition, Prentice Hall Publishers, 2007, London, Barbara, and John Upton

INSTRUCTOR/STUDENT RATIO: 1:12 (L, EW); 1:8 (D, PE)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 2 PHOTOGRAPHY

TPFN: DINFOS-BMCSC-USN -002-011-

UNIT TITLE: Photographic Storytelling

TPFN HOURS AND TYPE: 1L; 2D; 32PE; 8EP; 3AD

TPFN TOTAL HOURS: 46

PREREQUISITE TPFN: All previous

TASK(S):

- 001 Shoot and produce photographs and accompanying captions of controlled and uncontrolled action
- 002 Identify procedures to coordinate and research mission requirements
- 003 Develop story idea pictorially with a shooting script
- 004 Photograph environmental portrait or personality photograph to support photo story
- 005 Use layout software to assemble photographs and cutlines as a story presentation
- 006 Course critique
- 007 Camera familiarization
- 008 Camera Gear Issue/Turn In

SUMMARY OF INSTRUCTION: Student will receive further training in documentary and photojournalistic photography to include documentation techniques and caption writing to research, shoot and lay out a picture story. A performance exercise will be conducted to check learning and reinforce concepts of digital cameras, documentary photography and digital output devices. Student will learn how to research and develop story idea. Student will contact point-of contact (POC) and establish and shoot time. Student will download and edit imagery for final layout. Student will caption all images used for final layout, using caption and layout software to complete final graded product. Students must complete required reading and attain a minimum score of 70 percent on all written and performance exams.

REFERENCES: Student guides; NAVEDTRA 14209, Photography (Basic) Nonresident Training Course; NAVEDTRA 14208, Photography (Advanced) Nonresident Training Course; AFSC 3V052 (Visual Information Photographic Specialty); Associated Press Stylebook and Libel Manual; DoD Imagery and Caption Style Guide; Photography, 9th edition, Prentice Hall Publishers, 2007, London, Barbara, and John Upton.

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, EP, AD); 1:8 (PE)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 2 PHOTOGRAPHY

TPFN: DINFOS-BMCSC-USN -002-012-

UNIT TITLE: Multiple Flash and Controlled Lighting Techniques

TPFN HOURS AND TYPE: 2L, 8D, 18PE, 4EP

TPFN TOTAL HOURS: 32

PREREQUISITE TPFN: All previous

TASK(S):

- 001 Identify fundamentals of interpersonal communications
- 002 Use multiple flash lighting techniques in a controlled setting
- 003 Photograph formal military photographs

SUMMARY OF INSTRUCTION: Students will learn the technical methods of multiple flash and advanced lighting techniques in a controlled setting. They will set up and use common head and shoulder and full length posing using multiple lighting techniques to shoot military style photographs in a controlled setting. Students will learn how to take a variety of exposure meter readings under different lighting conditions, multiple light setups and balancing, and various lighting and posing techniques. Light ratios and military portrait posing will be emphasized. A demonstration will be conducted to reinforce concepts of digital cameras, studio electronic flash, and military portraiture.

REFERENCES: Students will learn the technical methods of multiple flash and advanced lighting techniques in a controlled setting. They will set up and use common head and shoulder and full length posing using multiple lighting techniques to shoot military style photographs in a controlled setting. Students will learn how to take a variety of exposure meter readings under different lighting conditions, multiple light setups and balancing, and various lighting and posing techniques. Light ratios and military portrait posing will be emphasized. A demonstration will be conducted to reinforce concepts of digital cameras, studio electronic flash, and military portraiture.

INSTRUCTOR/STUDENT RATIO: 1:12 (L, EP); 1:8 (D, PE)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 3 – OVERVIEW ELECTRONIC JOURNALISM

TOTAL FA HOURS: 117

Terminal Training Outcome: In Electronic Journalism, emphasis is placed on the principles and techniques needed to produce television news and feature assignments. The students learn writing for electronic journalism (EJ); voice-over and stand-up reporting; EJ news coverage; decisions in the sphere of military activities; operation of battery-operated television camera/recorder systems; lighting; site survey procedures; and video tape editing.

UNITS:

- 003-001 Video Concepts and Techniques
- 003-002 Application of Electronic News Gathering (ENG) Techniques
- 003-003 Spot Production

TPFN HOURS and TYPE:

- | | | |
|------|----------------------|------|
| 24 | Lecture | (L) |
| 8.5 | Demonstration | (D) |
| 43 | Performance Exercise | (PE) |
| 38.5 | Exam Performance | (EP) |
| 3 | Administrative | (AD) |

FUNCTIONAL AREA 3 ELECTRONIC JOURNALISM

TPFN: DINFOS – BMCSC-USN -003-001-

UNIT TITLE: Video Concepts and Techniques

TPFN HOURS AND TYPE: 22L, 8.5 D, 22 PE

TPFN TOTAL HOURS: 52.5

PREREQUISITE TPFN: None

TASKS: Writing for Electronic Journalism

- 001 Identify basic broadcast writing rules
- 002 Identify the five “W’s” and “H” in story development
- 003 Write a news script

TASKS: Voice Dynamics and Delivery

- 004 Demonstrate copy interpretation and articulation principles

TASKS: News Coverage and Electronic News Gathering Skills

- 005 Describe the techniques of news reporting
- 006 Identify the elements of newsworthiness
- 007 Explain approaches to news reporting
- 008 Identify techniques in gathering information and assembling stories
- 009 Describe broadcast ethics, copyright and intellectual property rights
- 010 Identify types of sound bites

TASKS: Camera Operations/Camera Techniques

- 011 Identify components of the camera system
- 012 Demonstrate microphone selection and headphone usage
- 013 Describe set-up of camera system
- 014 Perform operator level system checks
- 015 Shoot a three-shot sequence

TASKS: Shot Selection and Visualization

- 016 Identify field of view
- 017 Identify visual composition
- 018 Explain shooting strategies

TASKS: Lighting for Electronic Journalism

- 019 Identify uses and types of lighting equipment
- 020 Demonstrate use of color temperature, diffusion, and lighting control measures
- 021 Light a one-person interview

TASKS: Principles of Broadcast Editing

- 022 Identify components of the basic video editing system
- 023 Identify non-linear editing system components, workflow and procedures
- 024 Demonstrate principles of non-linear editing
- 025 Demonstrate use of editing fine tuning techniques
- 026 Demonstrate audio techniques
- 027 Create effects and titles
- 028 Perform media compression and output
- 029 Perform media management

SUMMARY OF INSTRUCTION: The students learn the elements for good broadcast writing. In writing a broadcast script, the students must use the six “C’s” of broadcast writing: clear, concise, conversational, complete, current, and correct. Students identify the five “W”s and the “H” (what, who, where, when, why, and how) in story development, and how to use them to attract viewer attention. Also discussed are active versus passive voice, using attribution, and special formats used in television writing. The students practice their writing skills using facts and sound bites from a sample story to produce a news script. This exercise is not graded, but the knowledge and skills will be applied, graded, and critiqued in subsequent performance exercises.

REFERENCES:

USDA Graduate Course: “Managing Other People’s Writing”
RTNDA 2000, “Storytelling Strategies” seminar, Deborah Potter
RTNDA 2000, “A Writing Summit: Advice From the Superstars” seminar, Bob Dotson, Wayne Freedman, Mackie Morris, & Deborah Potter
Broadcast News (2nd Edition), M. Stephens
Broadcast Newswriting as Process, J. Weaver
Grammar for Journalists (3rd Edition), E. Callihan
When Words Collide (2nd Edition), L. Kessler & D. McDonald
Writing Broadcast News (2nd Edition), M. Block
Television Field Production and Reporting, (3rd Edition), Fred Shook
Broadcast Writing Style Guide, DINFOS

INSTRUCTOR/STUDENT RATIO: 1:12 (L); 1:4 (P)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 3 ELECTRONIC JOURNALISM

TPFN: DINFOS - BMCSC-USN -003-002-

UNIT TITLE: Application of Electronic News Gathering (ENG) Techniques

TPFN HOURS AND TYPE: 20.5 PE, 31.5 EP

TPFN TOTAL HOURS: 52

PREREQUISITE TPFN: None

TASK(S):

- 001 Shoot a news story
- 002 Shoot and conduct an interview
- 003 Perform Reporter Stand-Up
- 004 Write a news story
- 005 Perform a voice-over for a news story
- 006 Edit a news story

SUMMARY OF INSTRUCTION: In this unit, the students learn about the techniques of news reporting, including features, spots, and news. They identify the elements that make a story newsworthy – high impact/consequence, proximity, prominence, timeliness, and human interest/conflict. As a group, the students explain the differences between hard and soft approaches to reporting the news, then identify the proper techniques used to produce a news story including the use of file footage archives, and contingency plans and checklists. Finally, the importance of newsroom organization is discussed, along with a description of the positions of news director, assignment editor, and reporter. The students should be able to answer verbal questions at the conclusion of this unit. This knowledge is applied, graded, and critiqued in subsequent performance exercises.

REFERENCES:

Television Field Production and Reporting, (4th Edition), Fred Shook
Broadcast Writing Style Guide, DINFOS
Writing Broadcast News, 2nd Edition, Mervin Block

INSTRUCTOR/STUDENT RATIO: 1:12 (L)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 3 ELECTRONIC JOURNALISM

TPFN: DINFOS - BMCSC-USN -003-003-

UNIT TITLE: Spot Production

TPFN HOURS AND TYPE: 2L; 0.5PE; 7EP

TPFN TOTAL HOURS: 9.5

PREREQUISITE TPFN: None

TASK(S):

TASK(S): Spot Production

- 001 Describe how spot production differs from ENG
- 002 Identify the major steps involved in the production process

TASK(S): Application of Spot Production Techniques

- 003 Identify target audience and develop objective statement
- 004 Write/Storyboard a local command information spot
- 005 Produce a local command information spot

SUMMARY OF INSTRUCTION: The students identify the components and operations of the ENG camera/recorder system. The main points covered are tripod set-up, camera set-up, safety measures, and the primary parts of the lens, camera, and recorder. The instructor demonstrates proper microphone selection and headphone usage, how to level the tripod, how to white balance, and how to properly set up the camera in a field environment. The students identify the importance of using a shoot strategy, and use this knowledge to shoot a three-shot sequence while performing operator-level system checks. The knowledge and skills learned are applied, graded, and critiqued in subsequent practical exercises.

REFERENCES:

Camera Operations Manual (Manufacturer); Television Field Production and Reporting, (4th Edition), Fred Shook; Lighting for Video, 3rd Edition, Gerald Millerson; Matters of Light and Depth, Ross Lowell

INSTRUCTOR/STUDENT RATIO: 1:12 (L); 1:4 (PE)

SAFETY FACTORS: The students are exposed to electrical hazards. Students should not dismantle the protective outer plates from cameras, and must avoid placing their hands or other objects near the inner workings of any of the equipment used.

**FUNCTIONAL AREA 3
ELECTRONIC JOURNALISM
FUNCTIONAL AREA ADMINISTRATION**

TPFN: DINFOS-BMCSC-USN -003-004-

UNIT TITLE: Administrative processing

TPFN HOURS/TYPE: 3AD

TPFN TOTAL HOURS: 10

PREREQUISITE TPFN: None

TASKS:

- 001 Course Opening / Course Closing
- 002 Mid-course survey

REFERENCES: DINFOS Policy and Procedure Manual

INSTRUCTOR/STUDENT RATIO: 1:12 (AD)

SAFETY FACTORS: Routine

FUNCTIONAL AREA 4 OVERVIEW VISUAL INFORMATION

TOTAL FA HOURS: 80

Terminal Training Outcome: The Visual Information portion of the mass communicator course provides students with instruction in computer systems and file management, computer hardware and software, fundamentals and use of vector based software, electronic presentation software, multimedia authoring (digitized audio and video), web page design and animation software. Students learn computer hardware and software, computer setup, and system configuration. Through practical exercise, students gain basic technical understanding of the function and operation of the major elements of personal computer systems, and how to troubleshoot and correct common problems. They will learn basic information about computer operating systems and file management. Students then learn basic functional operations of vector-based graphic design software and presentation software through demonstration and performance exercise they create an illustration project and an electronic presentation utilizing basic layout and design fundamentals as well as color theory. Students learn details about image/data transmission such as transferring graphical data from server to server, modulation techniques such as FTP, HTTP, satellites, and Web page design. Students learn and practice using the Internet, Web browsers, protocols, Web page design software as well as multimedia authoring and animation. Students use multimedia software, animation software, recordable media, and internal / external archived images to create an final interactive multimedia project.

UNITS:

- 004-001 Computer Fundamentals
- 004-002 Vector-based Graphic Design
- 004-003 Presentation Techniques
- 004-004 Web Page and the Internet
- 004-005 Multimedia-Authoring Software

TPFN HOURS and TYPE:

- 8 Lecture (L)
- 4 Demonstration (D)
- 58 Performance Exercise (PE)
- 7 Exam Performance (EP)
- 1 Exam Written (EW)
- 2 Computer Aided Instruction (CAI)

FUNCTIONAL AREA 4 VISUAL INFORMATION

TPFN: DINFOS-BMSCS-USN -004-001-

UNIT TITLE: Computer Fundamentals

TPFN HOURS AND TYPE: 2L; 1PE; 1CAI

TPFN TOTAL HOURS: 4

PREREQUISITE TPFN: None

TASK (S):

- 001 Define basic terms about computer hardware and software
- 002 Identify basic troubleshooting procedures
- 003 Perform computer systems and file management

SUMMARY OF INSTRUCTION: During informal lecture, students will learn basic terms and definitions about computer hardware and software, computer setup, and system configuration. Through demonstration and practical exercise, students gain practical knowledge about a computer operating system, basic troubleshooting, and file management. A written examination will be administered during this functional area. Minimum passing grade is 70 percent of graded items on all performance and written examinations.

REFERENCES: Student Study Guide, Illustrator Draftsman Manual DM NAVEDTRA 10472; applicable manufacturers' manuals.

INSTRUCTOR/STUDENT RATIO: 1:12 (L, CAI); 1:8 (D; PE)

SAFETY FACTORS: Electrical hazard from computer systems connections; tripping hazard from cable cords and subdued-lighted environment; Carpal Tunnel Syndrome possibility from the keyboard and mouse use.

FUNCTIONAL AREA 4 VISUAL INFORMATION

TPFN: DINFOS-BMCSC-USN -004-002-

UNIT TITLE: Vector-based Graphic Design

TPFN HOURS AND TYPE: 1L; 2D; 21PE; 4EP

TPFN TOTAL HOURS: 28

PREREQUISITE TPFN: All previous

TASK (S):

- 001 Define basic terms about vector-based graphic design
- 002 Use vector-based graphic design software
- 003 Use a color printer and large format printer

SUMMARY OF INSTRUCTION: During informal lecture, students learn basic terms and definitions about vector-based graphic design software. Through demonstration and performance exercise, students use vector-based graphic design. Students create an illustration project using vector graphics software and a color printer. Application of basic layout, design fundamentals and color theory (enabling) are utilized in all tasks. Students will apply knowledge and skills during practical and performance exercises. A performance examination covering the above tasks will be given at the end of this block of instruction. A written examination will be administered at the end of this functional area. Minimum passing grade is 70 percent on all performance and written examinations.

REFERENCES: Student Study Guide, Extension Course Institute Air University CDC 3V051; Soldier's Manual and Trainer's Guide MOS 25M STP 11-25M13-SM-TG, Multimedia Illustrator; Illustrator Draftsman Manual DM NAVEDTRA 10472; applicable manufacturers' manuals; Adobe Illustrator tutorials; Kodak Digital Learning Center, Printer Technology.
<http://www.kodak.com/US/en/digital/dlc/book2/chapter2/index.shtml>

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D); 1:8 (PE, EP)

SAFETY FACTORS: Electrical hazard from computer systems connections; tripping hazard from cables, cords and subdued-lighted environment; Carpal Tunnel Syndrome possibility from the keyboard and mouse use.

FUNCTIONAL AREA 4 VISUAL INFORMATION

TPFN: DINFOS-BMCSC-USN -004-003-

UNIT TITLE: Presentation Techniques

TPFN HOURS AND TYPE: 2L; 2D; 1CAI; 2PE; 1EP

TPFN TOTAL HOURS: 8

PREREQUISITE TPFN: All previous

TASK(S):

- 001 Define basic terms and design principles of projected media
- 002 Define basic terms and characteristics of electronic presentation software
- 003 Define charts and graphs and their purposes
- 004 Create an electronic presentation incorporating multimedia and hypermedia

SUMMARY OF INSTRUCTION: During informal lecture, students learn basic terms, characteristics, and types of presentation software, to include current and emerging technology. Through demonstration and performance exercise, students use presentation software to create electronic presentations. A performance examination covering the above tasks will be given at the end of this block of instruction. A written examination will be administered at the end of this functional area. Minimum passing grade is 70 percent on all performance and written examinations.

REFERENCES: Student Study Guide, Digital Multimedia by Nigel Chapman ISBN-10: 0470026855, Digital Multimedia: The Business of Technology by Susan Lake and Karen Bean ISBN-10: 0538445270; New Perspectives on Microsoft Office PowerPoint 2007, Comprehensive (New Perspectives) by Beverly B. Zimmerman and S. Scott Zimmerman ISBN-10: 1423905938; Microsoft Office PowerPoint 2007 Step by Step (Step By Step (Microsoft)) by Joyce Cox and Joan Preppernau ISBN-10: 0735623015; Extension Course Institute Air University CDC 3V051; Soldier's Manual and Trainer's Guide MOS 25M STP 11-25M13-SM-TG, Multimedia Illustrator; Illustrator Draftsman Manual DM NAVEDTRA 10472; applicable manufacturers' manuals.

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D); 1:8 (PE, EP)

SAFETY FACTORS: Electrical hazard from computer systems connections; tripping hazard from cables, cords and a subdued lighted environment.

FUNCTIONAL AREA 4 VISUAL INFORMATION

TPFN: DINFOS-BMCSC-USN -004-004-

UNIT TITLE: Web Page and the Internet

TPFN HOURS AND TYPE: 2L; 13PE; 1EW

TPFN TOTAL HOURS: 16

PREREQUISITE TPFN: All previous

TASK(S):

- 001 Define basic terms about image/data transmission
- 002 Create a Web site with web page design software
- 003 Explain how to transmit data via telecommunications
- 004 Define Policies and regulations governing web sites

SUMMARY OF INSTRUCTION: During informal lecture, students learn basic terms and definitions of image/data transmission such as transferring graphical data from server to server, modulation techniques such as FTP, HTTP, satellites, and Web page design. Through demonstration and performance exercises, students learn about and use the Internet, Web browsers, protocols and Web page design software. A performance exercise covering the above tasks will be administered at the end of this block of instruction. A written examination will be administered during this functional area. Minimum passing grade is 70 percent on all performance and written examinations.

REFERENCES: Student Study Guide; Networking Explained 2nd Edition by Michael Gallo and PhD, CISSP, CISM, William M. Hancock, ISBN-10: 1555582524; Networking Foundations: Technology Fundamentals for IT Success by Patrick Ciccarelli and Christina Faulkner, ISBN-10: 0782143717, Dreamweaver 8 Design and Construction by Marc Campbell, ISBN-10: 0596101635, The Zen of CSS Design: Visual Enlightenment for the Web by Dave Shea, ISBN-10:0321303474, CSS Website Design Hands on Training by Eric Meyer, ISBN-10: 0321293916, Extension Course Institute Air University CDC 3V051; Soldier's Manual and Trainer's Guide MOS 25M STP 11-25M13-SM-TG, Multimedia Illustrator; Illustrator Draftsman Manual DM NAVEDTRA 10472; applicable manufacturers' manuals.

INSTRUCTOR/STUDENT RATIO: 1:12 (L, EW); 1:8 (PE, EP)

SAFETY FACTORS: Electrical hazard from computer systems connections; tripping hazard from cables, cords, and a subdued lighted environment.

FUNCTIONAL AREA 4 VISUAL INFORMATION

TPFN: DINFOS-BMCSC-USN -004-005-

UNIT TITLE: Multimedia-Authoring Software

TPFN HOURS AND TYPE: 1L; 21PE; 2EP

TPFN TOTAL HOURS: 24

PREREQUISITE TPFN: All previous

TASK(S):

- 001 Define basic terms, concepts, and procedures for multimedia authoring and animation
- 002 Produce an interactive multimedia project
- 003 Create animation
- 004 Use internal/external-archived images

SUMMARY OF INSTRUCTION: During informal lecture, students learn basic terms and definitions about multimedia authoring and animation. Through demonstration and performance exercises, students use multimedia software, animation software, recordable media, and internal / external archived images to create an interactive multimedia project. A performance examination covering the above tasks will be administered at the end of this block of instruction. A written examination will be administered during this functional area. Minimum passing grade is 70 percent on all performance and written examinations.

REFERENCES: Teach Yourself VISUALLY Flash CS3 Professional (Teach Yourself VISUALLY (Tech)) ISBN-10: 0470171235; Animating with Flash 8: Creative Animation Techniques (Paperback) by Alex Michael (Author) ISBN-10: 0240519663; Flash Enabled – Flash Design & Development for Devices by New riders, ISBN 0-7357-11-77-1; Animation on the Web by Sean Wagstaff, ISBN 0-201-69687-8; Student study guide; Extension Course Institute Air University CDC 3V051; Soldier's Manual and Trainer's Guide MOS 25M STP 11-25M13-SM-TG, Multimedia Illustrator; Illustrator Draftsman Manual DM NAVEDTRA 10472; applicable manufacturers' manuals.

INSTRUCTOR/STUDENT RATIO: 1:12 (L); 1:8 (PE, EP)

SAFETY FACTORS: Electrical hazard from computer systems connections; tripping hazard from cables, cords and a subdued lighted environment.

FUNCTIONAL AREA 5 OVERVIEW PRODUCTION

TOTAL FA HOURS: 88

Terminal Training Outcome: In the Production portion of the course, students are provided training to develop the basic skills and technical knowledge to operate bindery equipment, digital duplicating equipment, and digital production equipment, including color management for RIP-based printing.

UNITS:

- 005-001 Bindery Equipment Operations
- 005-002 Digital Duplicating Operations
- 005-003 Digital Production Equipment

TPFN HOURS and TYPE:

- 4 Lecture (L)
- 2 Demonstration (D)
- 75 Performance Exercise (PE)
- 6 Exam Performance (EP)
- 1 Administration (AD)

FUNCTIONAL AREA 5 PRODUCTION

TPFN: DINFOS-BMCSC-USN -005-001-

UNIT TITLE: Bindery Equipment Operations

TPFN TYPE AND HOURS: 2D; 6PE

TPFN TOTAL HOURS: 8

PREREQUISITE TPFN: None

TASK (S):

- 001 Set up bindery equipment
- 002 Operate bindery equipment
- 003 Replace bindery equipment consumables

SUMMARY OF INSTRUCTION: Using informal lecture and performance exercises the student learn the basic skills required to prepare, operate and maintain the power paper cutter, power paper stitcher, power paper drill, and power paper folder. Given a power paper cutter, power paper stitcher, power paper drill, power paper folder, necessary tools and materials, work order, student practical exercise sheet, and appropriate references, the student will be familiarized with the operation of all listed bindery equipment. Appropriate safety measures will be practiced. Students will apply knowledge and skills during practical and performance exercises throughout this functional area. Minimum passing grade is 70% on all written and performance examinations.

INSTRUCTOR/STUDENT RATIO: 1:4 (D, PE)

SAFETY FACTORS: Electrical hazards such as frayed power cords and cracked or missing outlet covers; electrocution hazard—ensure there is no standing water around electrical equipment and area is clean and clear of obstructions; equipment operating hazards—students will receive a safety brief on each piece of equipment.

REFERENCES: Student Study Guide; Lithographer Manual LI NAVEDTRA 10452; Lithographer's Manual (9th Ed), applicable manufacturers' manuals.

FUNCTIONAL AREA 5 PRODUCTION

TPFN: DINFOS-BMCSC-USN -005-002-

UNIT TITLE: Digital Duplicating Operations

TPFN TYPE AND HOURS: 2L; 20PE; 2EP

TPFN TOTAL HOURS: 24

PREREQUISITE TPFN All previous

TASK (S):

- 001 Operate digital duplicating equipment
- 002 Produce printed product

SUMMARY OF INSTRUCTION: Using informal lecture and performance exercises, students learn basic transferable skills and essential knowledge for production of printed materials with a digital duplicator. Given a digital duplicator, necessary tools and materials, work order, student practical exercise sheet, and appropriate references, the student learns to load stock, change ink drums, replace ink, operate controls, perform editing functions and care and maintenance of a digital duplicator while producing printed materials. Appropriate safety measures will be practiced. A performance examination will be given at the end of this block of instruction. Minimum passing grade is 70 percent on all performance and written examinations.

INSTRUCTOR/STUDENT RATIO: 1:6 (L, PE, EP); 1:12 (L); 1:6 (PE, EP)

SAFETY FACTORS: Electrical hazards such as frayed power cords and cracked or missing outlet covers; electrocution hazard—ensure there is no standing water around electrical equipment and area is clean and clear of obstructions; equipment operating hazards—students will receive brief on equipment specific safety issues.

REFERENCES: Student Study Guide; Lithographer Manual LI NAVEDTRA 10452; applicable manufacturers' manuals.

FUNCTIONAL AREA 5 PRODUCTION

TPFN: DINFOS-BMCSC-USN -005-003

UNIT TITLE: Digital Production Equipment

TPFN TYPE AND HOURS: 2L; 49PE; 4EP; 1AD

TPFN TOTAL HOURS: 56

PREREQUISITE TPFN: All previous TPFN's

TASK (S):

- 001 Perform Basic Color Calibration procedures for RIP-based printing
- 002 Perform desktop publishing operations
- 003 Produce a layout using electronic production equipment
- 004 Operate digital production equipment
- 005 Produce a printed product
- 006 End of course critique

SUMMARY OF INSTRUCTION: Using informal lecture and performance exercises, students learn basic transferable skills and essential knowledge required for production of printed materials with digital production equipment. Students are given the appropriate digital production equipment, all the necessary tools and materials, work orders, student practical exercise sheet, and appropriate references. Students learn the components and basic operating procedures of digital production equipment; load stock, change toner cartridges, operate controls, perform editing functions, clear jams, error messages, and learn the basic care and maintenance of digital production equipment, while producing printed materials. Students also learn proper procedures for color management in RIP-based printing. A performance examination will be given at the end of this functional area. Minimum passing grade is 70 percent on all performance and written examinations.

INSTRUCTOR/STUDENT RATIO: 1:6 (L, EP, PE); 1:12 (L); 1:6 (PE, EP)

SAFETY FACTORS: Electrical hazards such as frayed power cords and cracked or missing outlet covers; electrocution hazard—ensure there is no standing water around electrical equipment and area is clean and clear of obstructions; equipment operating hazards—students will receive brief on equipment specific safety issues.

REFERENCES: Student Study Guide; Lithographer Manual; LI NAVEDTRA 10452; applicable manufacturers' manuals.

FUNCTIONAL AREA 6 OVERVIEW FIELD TRAINING EXERCISE

TOTAL FA HOURS: 52

Terminal Training Outcome: In a simulated combat environment, students will use principles of combat documentation and tactical field operations to document military scenarios, using proper captions, VIRINs, file management and digital output devices. Students apply multimedia fundamentals as they create a website using multimedia software, and upload captured imagery, video, presentations and news stories to the website. Students will simulate transmission of captured imagery to JCCC, using proper captioning, compression techniques and file formats, and practice image/data transmission such as transferring graphical data from server to server, modulation techniques such as FTP, HTTP, and satellites.

Students will script, shoot and edit a complete news package story under field conditions. Practical exercises also check learning and reinforce concepts of night-vision photography and image acquisition. Products will be graded in accordance with the BMCSC grading criteria guide. A daily activities review will be conducted at the conclusion of each day; students will discuss lessons learned and apply these lessons to the next day activities of the FTX.

This functional area is 52 hours long conducted in four class days.

UNITS:

- 001 Perform operations to document a mission/operation and transmit and upload imagery in a simulated combat environment

TPFN HOURS and TYPE:

- 2 Lecture (L)
- 26 Performance Exercise (PE)
- 24 Exam Performance (EP)

FUNCTIONAL AREA 6 FIELD TRAINING EXERCISE

TPFN: DINFOS-BMCSC-USN -006-001-

UNIT TITLE: FTX

TPFN TYPE AND HOURS: 2L; 16D; 10PE; 24EP

TPFN TOTAL HOURS: 52

PREREQUISITE TPFN: All previous TPFN's

TASK (S):

- 001 Perform operations to document a mission/operation and transmit and upload imagery in a simulated combat environment

SUMMARY OF INSTRUCTION: Through informal lecture and demonstration, students will be familiarized with the basic elements of the BMCSC Field Training Exercise, including proper safety and security procedures, proper procedures in the use of MRE's, and the tasks they will be expected to complete during the four-day evolution. Students will familiarize with proper use and maintenance of photographic equipment under various climatic conditions, and the characteristics and properties of night-vision devices. Instructors will demonstrate procedures for the employment of night-vision devices in conjunction with a digital camera. Students learn and apply the principles of basic camouflage application, articles of the Code of Conduct, tactical field operations and weapons discipline.

REFERENCES:

DoD Instruction 6055.1 series, "DoD Safety and Occupational Health Program"
DoD Instruction 6050.5 series, "DoD Hazard Communication Program"
Hazardous Material Information System; U.S. Military Code of Conduct; DOD Directive 5040.4, 13 August 2002, Joint Combat Camera Program; Study Guide and Workbook"
Photography, 9th edition, Addison-Wesley Educational Publishers, 2001, London, Barbara, and Upton, John; Seabee Combat Handbook, Volume 1 (NAVEDTRA 14235); Seabee Combat Handbook, Volume 2 (NAVEDTRA 14308); DOD Directive 5040.4, Joint Combat Camera Program, 13 August 2002; ENG: TV News and the New Technology, Yoakan and Cremer; Television, Fang; Television Production Handbook, Zent; Radio and Television Handbook, DINFOS; EJ Criteria Guide, DINFOS; Broadcast Writing Style Guide, DINFOS; Naval Safety Center Flight-Deck Awareness Guide; the Associated Press Stylebook and Libel Manual; Student Study Guides; applicable manufacturer's manuals

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D); 1:4 (PE, EP)

SAFETY FACTORS: Burns from the heating element included in the MRE package, steam burns from the MRE and cuts occurring while opening the MRE with a blade. Students will be briefed on the proper use of MRE's and safety issues associated with MRE use, and proper safety and security procedures while conducting various training scenarios for documentation.

**FUNCTIONAL AREA 7
COURSE ADMINISTRATION**

TPFN: DINFOS-BMCSC-USN -007-001-

UNIT TITLE: Administration

TPFN HOURS AND TYPE: 6AD

TPFN TOTAL HOURS: 6

PREREQUISITE TPFN: N/A

TASK(S):

- 001 End of course critique
- 002 Out-processing.
- 003 Graduation.

SUMMARY OF INSTRUCTION: Self-explanatory

REFERENCES: DINFOS Policy and Operational Procedures Manual

INSTRUCTOR/STUDENT RATIO: 1:12 (AD)

SAFETY FACTORS: Routine

Appendix A – Cross reference Courseware TPFN Host to Courseware TPFN - BMCSC-USN

The Basic Mass Communication Specialist Course contains two independent Defense Information School accredited courses as well as additional courses of instruction. The following table contains the Training Program File Number cross reference between the Basic Public Affairs Specialist Writers Course, the Electronic Journalism Course and the Basic Mass Communication Specialist Course. This appendix is for reviewing agencies inside and outside the Defense Information School to cross-reference the training task for all related courseware.

BMCS TPFN	Host Course TPFN	Task
Basic Mass Comm Specialist Course DINFOS-BMCSC-USN	Basic Public Affairs Writers Course DINFOS-BPAS-W	
DINFOS-BMCSC-USN-FA1 BPAS-W		
DINFOS-BMCSC-USN (Unit 1) Newswriting	DINFOS-BPAS-W- (FA1) Newswriting	
001-001-001	001-001-001	Explain how news is defined and evaluate
001-001-002	001-001-002	Written Exam (definition & evaluation of news)
001-001-003	001-002-001	Apply English skills
001-001-004	001-002-002	Write an internal news story
001-001-005	001-002-003	Performance exam (Leads 2)
001-001-006	001-002-004	Performance exam (News 6)
001-001-007	001-003-001	Write an external news story
001-001-008	001-003-002	Performance exam (Leads 5)
001-001-009	001-003-003	Performance exam (News 3)
001-001-010	001-003-004	Write an accident/incident story
001-001-011	001-004-001	Write a headline
DINFOS-BMCSC-USN (Unit 2) PA Fundamentals	DINFOS-BPAS-W- (FA2) PA Fundamentals	
001-002-001	002-001-001	Identify public affairs concepts and processes
001-002-002	002-002-001	Explain various aspects of internal information
001-002-003	002-003-001	Explain various aspects of community relations
001-002-004	002-003-002	Written exam (PA 1)
001-002-005	002-004-001	Identify communication laws that impact PA
001-002-006	002-005-001	Explain the role ethics plays in public affairs
001-002-007	002-006-001	Explain guidelines for the release of information
001-002-008	002-006-002	Written exam (PA 2)
DINFOS-BMCSC-USN (Unit 3) Media Relations	DINFOS-BPAS-W-(FA3) Media Relations	
001-003-001	003-001-001	Escort the media
001-003-002	003-002-001	Explain the various aspect of media relations
001-003-003	003-002-002	Written exam (PA 3)
001-003-004	003-003-001	Respond to a media query
001-003-005	003-003-002	Respond to on-camera interview questions
DINFOS-BMCSC-USN (Unit 4) Operational PA	DINFOS-BPAS-W- (FA4) Operational Public Affairs	
001-004-001	004-001-001	Explain the role of the Commander-in-Chief, the various Service Secretaries and the Joint Chiefs of Staff
001-004-002	004-001-002	Explain how the unified command structure and its operational mission support U.S. national security goals
001-004-003	004-001-003	Define selected joint operational and public affairs terms
001-004-004	004-001-004	Explain a joint information bureau's major responsibilities/structure
001-004-005	004-002-001	Describe host nation sensitivities and how these factors can affect the public affairs mission

Appendix A – Cross reference Courseware TPFN Host to Courseware TPFN - BMCSC-USN

001-004-006	004-002-002	Written exam (PA 4)
001-004-007	004-003-001	Identify the DOD principles for media coverage
001-004-008	004-003-002	Describe the guidelines for arranging media pools and embedded media
001-004-009	004-003-003	Explain internal information objectives in theater
001-004-010	004-003-004	Explain how public affairs interacts with civil affairs in theater of operations
001-004-011	004-003-005	Explain how public affairs interacts with information operations in theater of operations
001-004-012	004-003-006	Perform as a public affairs specialist during a field training exercise
DINFOS-BMCSC-USN (Unit 5) Feature Writing	DINFOS-BPAS-W-(FA5) Feature Writing	
001-005-001	005-001-001	Practice feature writing principles
001-005-002	005-001-002	Performance exam (Features 4)
001-005-003	005-002-003	Write a basic news feature
001-005-004	005-003-004	Write a human interest feature
001-005-005	005-004-005	Write a personality feature
DINFOS-BMCSC-USN (Unit 6) Photojournalism	DINFOS-BPAS-W 006 (FA6) Photojournalism	
001-006-001	006-001-001	Apply electronic imaging ethics
001-006-002	006-001-002	Label photos using a VIRIN
001-006-003	006-001-003	Write cutlines
001-006-004	006-001-004	Perform digital camera operations
001-006-005	006-001-005	Perform flash photography
001-006-006	006-001-006	Shoot photos using visual communication techniques
001-006-007	006-001-007	Written exam (basic composition)
001-006-008	006-001-008	Written exam (camera operations)
001-006-009	006-001-009	Performance exam (image editing exercise)
001-006-010	006-001-010	Written exam (image-editing software)
001-006-011	006-001-011	Written exam (ethics)
001-006-012	006-001-012	Performance exam (ADCAM exercise)
001-006-013	006-001-013	Written exam (ADCAM quiz)
001-006-014	006-001-014	Written exam (flash quiz)
001-006-015	006-001-015	Performance exam (flash photo)
001-006-016	006-001-016	Performance exam (protocol photo)
001-006-017	006-001-017	Written exam (final)
001-006-018	006-001-018	Performance exam (VISCOM photo)
001-006-019	006-001-019	Performance exam (feature photo)
001-006-020	006-001-020	Performance exam (uncontrolled action)
DINFOS-BMCSC-USN (Unit 7) Layout and Design Fundamentals	DINFOS-BPAS-W 007 (FA7) Layout and Design Fundamentals	
001-007-001	007-001-001	Produce an internal product
001-007-002	007-001-002	Performance exam (inside news page)
001-007-003	007-001-003	Performance exam (inside feature page)
001-007-004	007-001-004	Performance exam (front page)
001-007-005	007-001-005	Performance exam (picture page)
001-007-006	007-001-006	Performance exam (final product)
DINFOS-BMCSC-USN Navy Specific001-008-001 thru 030	DINFOS-BPASW - Service Specific008-001- 001 thru 003	All Navy Specific Tasks
001-008-031	008-001-003	In-Box Exercise

Appendix A – Cross reference Courseware TPFN Host to Courseware TPFN - BMCSC-USN

DINFOS – BMCSC-USN (FA3) Electronic Journalism	DINFOS-EJC- Electronic Journalism Course	
DINFOS – BMCSC-USN FA3 Electronic Journalism	DINFOS-EJC- FA 1 Video Concepts and Techniques	
DINFOS-BMCSC-USN (Unit 1) Video Concepts and Techniques	DINFOS-EJC-FA1 (Unit 1) Writing for Electronic Journalism	
003-001-001	001-001-001	Identify basic broadcast writing rules
003-001-002	001-001-002	Identify the five “W”s and the “H” in story development.
003-001-003	001-001-003	Write a news script
	DINFOS-EJC-FA1 (Unit2) Voice Dynamics and Delivery	
003-001-004	001-002-001	Demonstrate copy interpretation and articulation principles
	DINFOS-EJC-FA1 (Unit 3) News Coverage and Electronic News Gathering Skills	
003-001-005	001-003-001	Describe the techniques of news reporting
003-001-006	001-003-002	Identify the elements of newsworthiness
003-001-007	001-003-003	Explain approaches to news reporting
003-001-008	001-003-004	Identify techniques in gathering information and assembling stories
003-001-009	001-003-005	Describe broadcast ethics, copyright and intellectual property rights
003-001-010	001-003-006	Identify types of sound bites
	DINFOS-EJC-FA1 (Unit 4) Camera Operations/Camera Techniques	
003-001-011	001-004-001	Identify components of the camera system
003-001-012	001-004-002	Demonstrate microphone selection and headphone usage
003-001-013	001-004-003	Describe set-up of camera system
003-001-014	001-004-004	Perform operator level system checks
003-001-015	001-004-005	Shoot a three-shot sequence
	DINFOS-EJC-FA1 (Unit 5) Shot Selection and Visualization	
003-001-016	001-005-001	Identify field of view
003-001-017	001-005-002	Identify visual composition
003-001-018	001-005-003	Explain shooting strategies
	DINFOS-EJC- FA1 (Unit 6) Lighting for Electronic Journalism	
003-001-019	001-006-001	Identify uses and types of lighting equipment
003-001-020	001-006-002	Demonstrate use of color temperature, diffusion, and lighting control measures
003-001-021	001-006-003	Light a one-person interview
	DINFOS-EJC-FA1 (Unit 7) Principles of Broadcast Editing	
003-001-022	001-007-001	Identify components of the basic video editing

Appendix A – Cross reference Courseware TPFN Host to Courseware TPFN - BMCSC -USN

		system
003-001-023	001-007-002	Identify non-linear editing system components, workflow and procedures
003-001-024	001-007-003	Demonstrate principles of non-linear editing
003-001-025	001-007-004	Demonstrate use of edit fine tuning techniques
003-001-026	001-007-005	Demonstrate audio techniques
003-001-027	001-007-006	Create effects and titles
003-001-028	001-007-007	Perform media compression and output
003-001-029	001-007-008	Perform media management
DINFOS - BMCSC-USN-FA3 (Unit 2) News Coverage and Electronic News Gathering Skills	DINFOS-EJC- FA 2 (Unit 1) Application of News Gathering (ENG) Techniques	
003-002-001	002-001-001	Shoot a news story
003-002-002	002-001-002	Shoot and conduct an interview
003-002-003	002-001-003	Perform Reporter Stand-Up
003-002-004	002-001-004	Write a news story
003-002-005	002-001-005	Perform a voice-over for a news story
003-002-006	002-001-006	Edit a news story
DINFOS-BMCSC-USN FA3 (Unit 3) Spot Production	DINFOS-EJC-FA3 (Unit 1) Spot Production	
003-003-001	003-001-001	Describe how spot production differs from ENG
003-003-002	003-001-002	Identify the major steps involved in the production process
	DINFOS-EJC-FA3 (Unit 2) Application of Spot Production Techniques	
003-003-003	003-002-001	Identify target audience and develop objective statement
003-003-004	003-002-002	Write/Storyboard a local command information spot
003-003-005	003-002-003	Produce a local command information spot